

## White Goods as Spirited Into This Store

Have not the least competition. The wonder is how it is possible to create a sale at such prices and not sell all of them in a single day. These few as sample prices merely:

1-4 yards wide, Sheer French Lawn, same quality that has sold at 25c; Monday's price 15c a yard.

Large Figured Embroidered Swiss, the most stylish of this season's fabrics; sold for 35c, the price Monday 25c a yard.

2,000 yards of Pin Dot and Coin Spot Embroidered Swiss, 10c a yard. Another quality of Embroidered Swiss, has been 25c; styles include figures and dots; will be 12-12c a yard.

One of the Mercerized Suitings of the season is a heavy Jacquard; was made to sell at 35c, our price 12-25c; this price also includes 25c Satin Stripe Crepe Cloth.

1-4 yards wide Imported Organdy, best 2c quality, for 12-12c.

White Wash Organdy, one of the season's best fabrics, is 8-8-4c a yard. Full Yard Wide India Linon, the best 12-12c grade, for 8-1-2c. Regular 10c Organdy—40 inches wide—one of the best American makes, for 7-3-4c a yard. Soft French Mull— Mercerized—full double width; imported to sell for 50c; about 2,000 yards Monday for 25c a yard. New Figured Jacquards for waistings, a season's best 25c fabrics, for 15c. Double Width Wash Chiffons, cannot be bought ordinarily under 35c, is 17c a yard.

## The Second Shipment of Embroideries

The first lot sent us by our buyer from St. Gall contained something like one hundred and forty thousand yards, and were sold inside of ten days.

The lot ready for sale Monday contains in the neighborhood of ninety-seven thousand yards of every description and width.

Hundreds of pieces of embroidery that you can not find elsewhere under 12-12c. You can pick edgings and insertings of nainsook, Swiss and cambric for 7c a yard.

More Than 500 Pieces of Embroideries at 5c a Yard—It would probably be difficult at any store in America to find such values at 10c. Embroidery Match Sets of fine nainsook, Swiss and cambric; values in this lot run to 35c; the prices will be 7c, 10c and 12-12c.

Wide Swiss Flouncings and Insertings will sell for 12-12c. All over Embroideries for waistings, dresses, etc.; these all the way through at less than half their price.

30c, 50c, 75c, \$1 and \$1.25 values to \$2.75. Swiss Flouncings, 24 and 27 inches wide, values to \$1.50, for 30c and 50c a yard.

Some of the Embroideries are only 1c a yard, others 2c and 3c.

## Hail to the Second Floor Garment Store

These beautiful garments were never designed to be sold thus. Hundreds of various summer dresses, shirt waists, muslin undergarments, boys' and infants' wear of the best styles and best makes are here for a mere pittance of their true value. You can be suited in almost every kind and size.

### Skirts: Dresses: Bathing Suits

Monday the new Circular Flounce White Linen Finish Skirt—one of the prettiest white skirts of the season that sold for \$2.25, are \$1.30.

The new 11-gore Skirt, tailor finished, will be \$1.10.

White and Colored Duck Skirts, \$1 value, for 50c.

36 All Wool Black Panama Skirts, 33

gore; have been \$1.85, special price \$5. 46 Platt Sicilian Skirts, made out of material that cost \$1 a yard; skirts that have sold for \$5—only 24 on sale, navy and black—price, \$5 each.

### Monday Closing Out of Silk Dresses,

#### Your Own Price

Our best \$15 Dresses will be \$7.50; Silk Suits that sold for \$25 and \$27.50 will be \$12.50.

All of these silk dresses are the best styles now; they are sold at

these prices because they may not be the best styles next season. Those who want seasons or mountain woolen dresses will find them at 40c on the dollar.

### Sale White and Colored Shirtwaist Suits

Handsome White Lawn Dresses, embroidered 4c lace, trimmed; made to sell for \$3 and \$3.50, special price \$1.50 and \$5.

Black Lawn Suits, perfect tailoring, worth \$5 for the making—\$2.50 for dress.

62 Percale Suits, made to sell at \$2.95 each; made out of finest percale by one of the best makers in America; choice of any suit, \$1.75.

16 White Lawn Suits, made to sell for \$4.25, are here at \$2.50 each.

### Sale of Shirt Waists

Is the surprise of the town. These purchases of white Lawn Waists were made as by accident.

See the best White Lawn English Embroidery Trimmed Waists at \$3 anywhere; the variety comprises at least a dozen styles; our price is, choice, \$1.25.

\$1.75 and \$2 Handsome White Lawn Waists, made with the same perfection and style that you notice in all of Cohen's garments; choice of an entire counterful, 98c.

White Lawn Tailor Plaited Waists, with English embroidery, 3-1-2 and 4 inches wide, tailoring and styles perfect; the best 41 waists, choice of 60 dozen, 50c.

### Infants Are Up in Arms

Too late in the season, and too much stock in hand.

A counterful of Caps that were to 35c, are 25c each.

All the Caps that have been up to \$1.2 are on sale, each, 50c.

All the Caps that were from 25c to 50c are on sale for 25c each.

### In the Art Department

Applique Scarfs, some are embroidered, others corded; up to 25c values, choice Monday 25c.

Renaissance Centerpieces, Scarfs and Shams at about half value.

### For All of the Boys

White Russian Duck Suits, all sizes to 12 years, each, 50c.

Woolen Russian Blouse Suits, with emblem, made to sell for \$3.75, special price \$1.95.

Russian Blouse Madras Waist, size to 12 years, for 25c.

White Duck Trousers, 30c.

### 250 Mother's Friend Waists

White or colored, the newest designs, one half their price; cost up to \$1, for 25c and 50c each, in all sizes.

Lot of White Tarn O'Shanter Duck Caps, 10c each.

# COHEN'S SALE TO WIN YOUR PROMPT HELP

A store filled to overflowing. From every quarter come cases and packages with instructions to sell. The sale that will start Monday is designed to unload thousands of dollars' worth of merchandise in the quickest order possible. Every article is bought for just such trading.

Read all this page.

## This Special June Sale of Muslin Underwear

is the morning light of our greatest effort. The first success, in the buying; the second rests in the qualities, makes and styles. The instructions are to sell without fail during June. All the stock follows at such prices as will astonish every intelligent buyer.

NAINSOOK CHEMISE GOWNS, 34c.

Made after the French models that cost nearly \$5.

GOWNS AT 98c—These are French styles, square neck, trimmed back and front, made of fine nainsook and are ribbon trimmed.

60c GOWNS, 50c—We want you to see what Cohen has done in this department. They are made of nainsook, embroidery and lace trimmed.

SKIRTS AT \$1.50 AND \$1.75—A counterful; these are the cream of the underwear stock; you'll see these elsewhere, priced to \$3.5.

SKIRTS AT 98c—The same quality, style and make that we have sold this year at \$1.50.

FULL LENGTH SKIRTS, 30c—They have umbrella ruffle, trimmed, with or without lace.

\$1 SKIRTS, 50c—Umbrella ruffle, with three rows of good wash lace.

55c LACE SKIRTS, \$2.48—These have 30-inch flounce of lace and tucks.

ENGLISH EMBROIDERY SKIRTS, worth \$5, for \$3.50.

SKIRTS that cost to \$1.50 for 83c.

300 CORSET COVERS, a variety of styles that cost to \$1, choice Monday 50c.

CORSET COVERS, 10c AND 25c—These at 10c run to 30c in value.

The 25c ones are the usual 50c values.

8c DRAWERS, 35c—Cambric, with tucked and hemstitched lawn ruffle; they were made to order for a large New York house.

16 DOZEN NAINSOOK CHEMISE,

made to sell at 98c, these are 50c each.

CAMBRIC CHEMISE, 20c—Edged with pin stripes, new ruffles.

A COUNTERFUL OF DRAWERS AT 25c a pair; you can pick 50c values from them.

25c GOWNS, \$1.50—Among the underwear on sale Monday will be 22 dozen Gowns, made to sell at \$2.75, various styles and kinds, choice will be \$1.50 each.

BLACK CORSET COVERS—These are low neck and made of black lawn, in all sizes to 44, for 20c.

107 DOZEN RUFFLE TRIMMED DRAWERS, for children; they were made to sell at 25c, sizes to 12 years, 12-1-2c a pair—any size.

## "Have Shipped Laces in Time for Monday's Sale"

Was the wire message received. The goods will be ready, as the above telegram indicates.

The lace sales here recently have been among the wonders of Richmond. The principal part of this special purchase is comprised of Valenciennes laces of various kinds.

An Entire Counterful of Val. Laces that cost 45c to 50c a dozen, including Insertings, will be on sale; choice 20c a dozen.

Val. Laces at 50c—This lot includes Edgings, and Insertings, an importer's stock of both German and French Vals. that cost to upwards of \$1.

THIS SALE OF LACES will contain pieces and pieces of Tosca Vals., Platt Vals., Russian Insertings, Torchons, Point de Paris, Antique, Cluny and other wanted Laces, costing to 25c; choice, 5c a yard.

There are Laces for 10c, among them some that are 8-1-2 inches wide.

## The Unloading Silk Time

Is your time for buying. The entire department is up on "A TRADE SALE." We are done with silks in our plans. Take these enormous lots now your own way. We'll not carry them over.

25c for 50c Silks

Exquisite Pompadour Nois, 27 inches wide, white or colored grounds. Hand Loom Striped Washable Silks. Solid Color Pure Silk Pongee, all shades, including cream and white. Double Width Mousseline de Soie, black, or white.

35c for 69c Silks

Fancy Taffetas, in check, cord effects. Ping Yang Pongee, a pure laundering silk. Yard Wide Hand Loom White Wash China Silk, Black India, pure dye, 27 inches wide. Genuine Japanese Check Habutai, all colors. Chiffon Finish Black Taffeta. Silk Eolienne, serviceable shades.

48c for 75c Silks

Black Beau de Soie, pure silk, 27 inches wide. Hand Loom Pure Dye Black China, 27 inches wide. Black Taffeta, lustrous, soft finish, 27 inches wide. Fancy Taffetas and Louisines, suitable for shirt-waist suits. Genuine White Shanghai, 27 inches wide, launders like linen. Pure Silk Black Louisine, lustrous finish.

75c for \$1.19 Silks

Yard Wide Imported Black Taffeta, rustling finish. Extra Heavy Black Beau de Soie, 27 inches wide.

### Cohen's Hosiery Store

is one of the noted bargain spots. There are thousands of dozens sold annually, and each lot with the most critical regard to their goodness.

Women's Full Regular Made Black Gauze, Lisle Stockings, guaranteed stainless, extra double heel and toe, made of Egyptian lisle; price 10c a pair.

A sample collection of Fancy and Black Hosiery that cost to 75c; all of them new this season; 20c a pair.

Women's, Misses' and Children's All-over Lace Stockings, all of them superlative goods, which cost usually one-third more, for 15c a pair.

200 dozen Women's 10c Seamless Stockings, 6c a pair.

### EYE GLASSES!!



For convenience of our patrons we are enlarging our optical department and adding the latest improved eyeglasses.

The "Shur-on" Clasp has given great satisfaction. The spring is secure, without marring the nose.

### Our Special Offer for Monday

Gold Filled Spectacles or Rimless Eye Glasses, with lenses to suit you, formerly \$2.50, now \$1.50.

## THE BASEMENT BARGAIN VERDICT

is, that there is nowhere that such true economy can be found. The manufacturers recognize Cohen's basement as their outlet for underpriced stuffs.

### Mill End Wash Goods

8-1-2c Yard Wide Fine Brown Cotton, 5-1-2c. Mercerized Taffetas, all designs of the season; worth 15c, for 5-1-2c a yard. 8c Shirting Prints, 3-3-4c. 8c Amoskeag Apron Ginghams, 5-3-4c. Yard Wide 30c and 12c Percale, 5-3-4c. Fine Brown Cotton, 2-7-8c. 2,000 yards of 4-4 Androsogorin Bleached Cotton, 4-1-2c a yard. 6c Scotch Lawn, in all the new designs, 3-1-4c.

1,200 yards of finest Cambrics, Percales and Madras, sold to 16-2-3c, for 8-3-4c a yard. Solid Color Embroidered Creponne, worth 16c, for 9-3-4c. Genuine Yard Wide C. C. C. Bleached Suiting, shrunk by the manufacturer; worth 19c, for 12-1-2c a yard. Woven Shirting Madras, nearly yard wide, best styles for men's and boys' shirts, 10-3-4c.

### Basement White Goods

Is the unnatural bargain spot.

Yard Wide White Apron Lawns at the remarkable price, 3-3-4c. Sheer India Linon, sells usually for 10c, is 5c. Yard Wide English Nainsook, 7-1-2c. A counterful of India Linon and Persian Lawn, good enough for any purpose: 11c 0-1-2c a yard. Wash Chiffon, 45 inches wide, best 25c quality, for 12-1-2c.

Mill Ends of Striped Dimities, Madras, Piques, etc., that cost to 20c, for 7-1-2c a yard. 12-1-2c Dimities, in any quantity, 6-1-2c a yard. Skirling Pique Welts and Poppins, 12-1-2c to 25c quality, for 8-1-2c. One case of 49-inch White India Linons, values to 15c, Monday's price 7-1-2c a yard.

### Knit Underwear Bargains

50 dozen Women's Full Trimmed Vests, in white, pink or blue, for 10c each. 7c for the usual best 10c Vests, lapped neck and arms. 15c for 25c Lisle Thread Vests (light imperfections).

25c for Misses' and Children's Lisle Thread Ribbed Pants, in all sizes. 15c for Women's 25c Pants. 12-1-2c for Women's Extra Large Vests, sizes 7, 8 and 9. 5c for Women's Blouse Ribbed Taped Neck Vests, for Children's Vests.

### Basement Muslin Underwear

60 Night Gowns, variously trimmed, are 48c each. Corset Covers and Drawers, 30c to 44c values, for 25c. Skirts, trimmed with torchon lace and full length, 50c. 25c Corset Covers, 10c.

Low Neck Corset Covers, in all sizes, 5c; with lace trimming for 10c. 8c Gowns for 48c, including the round neck chemise styles. Trimmed Chemise, in all sizes, 25c.

### Monday is Bedding Day

The buying chances have been in their favor.

Usual Best \$1 Crochet Quilts, 75c. Imported Summer Quilts have been \$1.88, are \$1.10. Hundreds of White Quilts of various sorts among them. Marcellines Crochet for \$1.75. \$3.75 French Marcellines, beautiful designs, \$2.50. Crochet Quilts, 35c and 50c.

SHEETS, full bed size, instead of 50c, are 30c. The largest Utica Sheets, 2-1-2 yards wide, will be 61c. Regular 65c Sheets, 50c each. Usual 12-1-2c Pillow Cases, 8c. All sizes of 25c Pillow Cases, 12-1-2c. A large variety of Bolster Cases.

### Regular 35c Candy, 20c.

Pure food laws require pure candies. Our candies come from a State that has a stringent law. They have stood the test every time. We sell "Health Confections."

Monday we will sell Challenge Chocolates, a 35c candy, in all flavors, for 20c a pound.

Turkish Nougat, 15c a pound. Old-Fashioned Whip Cream Chocolates, 20c a pound.

### Great Bargains in Basement

#### House Furnishings

45-Handsomeness Decorated Gold Stippled 12-piece Toilet Sets. 65-100-piece \$7 Dinner Sets, in new decoration and shape. 100-2-quart Black Rock Tea Pots. 75c-Decorated Bowls and Pitchers, worth \$1.50. 12c a dozen—Plain White Berry Saucers. 00c a dozen—8c Loaded Bottom Water Tumblers. 5c each—Imitation Cut Glass Pickle Dishes. 50c for 75c Hammocks, with stretcher and hooks.

25c for 40c Granite Iron Dish Pans. 98c—17-quart Greystone Bain Boilers. 40c—6-quart Blue and White Berlin Saucepans, with tops and handles. 5c for 10c Granite Drinking Cups. 3c a roll—Toilet Paper. 1c a box—Laundry Blue. \$1.75 for 2-quart Gem Ice Cream Freezer. 00c—Nickel Alarm Clocks. 10c for 25c Nickel-Plated Bread Tray.

## Ribbon Sale of 1905

Thousands of pieces that were only recently made to meet the most critical demand, are here just about one-half of what they were meant to sell for. All widths and all colors, in any of the great lots.

All Silk Taffeta Ribbons, 3 inches wide, 7c a yard. Satin Taffeta Ribbons, high grade; made to sell at 17c—we have every color at 12-1-2c a yard. 4-inch Taffeta Ribbons, a good 25c value, is 15c a yard. 4-inch Finest Satin Ribbons made, a bargain at 35c, here at 25c a yard. 3-1-2 inch Fine Quality Taffeta Ribbons, in every color; a 17c article, at 12-1-2c. Print Warp Taffeta Ribbons, beautiful

combinations; they are bargains at 25c a yard. 6-inch Warp Print Taffeta Ribbons, beautiful combinations; made to sell at 65c, here for 10c a yard. 50 pieces of fine Ribbons, consisting of Satin, Moire and Taffeta; made to sell at 60c and 65c, any for 35c a yard. 6-inch Black Taffeta Ribbons, great 25c value, for 15c a yard. 3-1-2 inch All Silk Black Taffeta Ribbons, made to sell at 15c, it's a great bargain at 10c a yard.

## Greatest Bargain List Ever Seen in Richmond

This is a group of items that our buyers picked up in New York. Some will hardly last through the day. Come early to be sure.

### 75c Bags, 29c

450 Leather Wrist Bags, worth to 75c, all kinds and styles, at 29c each. Another lot of Bags, worth to \$1.25, are 50c each. New Patent Leather Bags, great value at 48c, they are 25c. 6 gross new Flap Bags, in all colors; \$1 values, at 65c each.

### 3,000 Belts

1,000 White Embroidered Wash Belts, look like 25c ones, for 10c each. 3-1-2 inch Wash Belts, 7c. White and Black Silk Belts, all sizes up to 35 inches; worth 60c, for 25c each. White Duck Belts, large harness buckles and good quality duck; special, 10c each. White Wash and Embroidered Belts, about 12 styles to select from, 25c each.

### Sample Fans

Sample lot of Bone Stick Fans, made to sell at \$1.10 and \$1.25—some show handling; special, 50c each; only 100 in lot. Sample lot of Black and Colored Fans, worth to 25c, are 7c each. Large Windy Twisted Fans, made to sell at 10c, are 3c each. 4 gross Fans, with rope chains, worth 25c, for 10c each.

### Pearl Buttons at a Sacrifice

100 gross Pearl Buttons, made to sell at 6c, for 2c a dozen. Another lot of Pearl Shirt-Waist Buttons, 5c kind, 2-1-2c a dozen. Still another lot of Pearl Buttons, all sizes, 3c a dozen. 8 styles of Pearl Shirt and Waist Buttons, made to sell at 10c, 12-1-2c and 15c, for 5c a dozen. 50 gross sample odds and ends of Large Pearl Buttons, seconds of the 25c and 35c kind, 5c a dozen. Another lot of Pearl Buttons, made to sell at 15c and 25c, choice, any, 10c a dozen.

### Notions

John J. Clark Spool Cotton, all numbers, 2c. Alex. King's Soft Finish Machine Thread, 3 spools 6c. Theresa Spool Cotton, all numbers, 4 spools 5c. All sizes Kid Curriers, worth 8c and 10c, for 5c a dozen. Nickel Safety Pins, 5c ones 2c a dozen. 1,000 bunches 6-inch Beading for 3c a piece. 8c Dress Shields, 3c a pair. Hemmingway 50 yards Black Spool Silk, 5c a spool. 5c Shoe Strings, 2c a pair. 5c and 10c Silk Garter Elastic, 3c a yard. 10 gross Pins, made expressly for 10c pins, special 5c a paper. Hooks and Eyes, 5 cards 6c. Smith's Needles, 3c a paper. The New A. B. C. Supporters for children, 15c a pair. Big lot of Colored Beading, worth 10c and 12-1-2c, any, 5c a bunch.

### Veilings

20 pieces Fine Chiffon Veilings, in white, black, navy and brown; a bargain at 25c; special, 10c a yard. 200 Ready-Made Mourning Veils; they are to be sold for one-half their real value. 50c Veils, 1-1-2 yards long 25c. 75c Veils, 1-1-2 yards long, 35c. \$1 Veils, 1-1-2 yards long, 50c. \$1.50 and \$1.75 Veils, 1-1-2 yards long, 75c. 350 Ready-Made 1-1-2 yards long Net Veils, made to sell at 75c, \$1.25 and \$1.75; choice, any, 20c a veil.

### Toilets

Bradley's Woodland Violet Talcum Powder, 10c a bottle. Machine Oil, 3c a bottle. Waltham's Quick White Shoe Polish, 6c a bottle. Black Combination Polish and Paste, always 10c, special 6c a bottle. White Floating Soap, elsewhere 5c, here 2c.

## All the Wash Goods Go at Slaughter Prices Monday

They have played their part with us and it is time they were working for you. If prices have not convinced you before, these ought to. Remember, they are all our finest this season's styles.

Soft and Clingy Crepe Cloth, white or colored grounds, embroidered in colors; 25c value, for 9-1-2c. Best American Organdies, that sell for 16-2-3c are 8-3-4c. Silkoline Foulards, in all the various new designs and coloring, half price, at 10-3-4c. White Ground Scotch Lawns for 3-1-4c. English Gauze Zephyrs, every shade; imported to sell for 25c, the price 12-1-2c. 25c Black Batiste, soft finished—scarce at 25c—perspiration proof, here at 18-2-3c. Every Solid Color Organdy is marked 10c a yard. Cannon Cloth, white-linen finish—for 7-3-4c.